LAMPIRAN

1. Kuesioner Penelitian

Kuesioner "Hubungan Brand Origin and Ownership terhadap Brand Longevity"
(Studi Kuantitatif Pada Industri Air Minum Dalam Kemasan (AMDK) di Indonesia)

Keterangan Cara Pengisian:
Berilah tanda (√) untuk jawaban yang anda pilih pada kolom yang tersedia.
1 : Sangat Tidak Setuju
2 : Tidak Setuju
3 : Ragu-ragu
4 : Setuju
5 : Sangat Setuju
Sedangkan, untuk pertanyaan terbuka silahkan tuliskan jawaban singkat anda.

Biodata Responden:
Nama Lengkap :
Fakultas :

No	Pertanyaan/Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
Brand Origin and Ownership						
1.	Saya mengetahui merek AMDK "CLUB" berasal dari Indonesia.					
2.	Apabila anda tidak tahu sebelumnya, bahwa merek AMDK "CLUB" berasal dari Indonesia, maka menurut anda darimanakah merek tersebut berasal? (Tidak perlu diisi apabila anda sudah mengetahui asal sebenarnya).					
3.	Saya mengetahui merek AMDK "CLUB" dimiliki oleh perusahaan Indofood yang berasal dari Indonesia.					
4.	Saya mengetahui merek AMDK "AQUA" berasal dari Indonesia.					
5.	Apabila anda tidak tahu sebelumnya, bahwa merek AMDK "AQUA" berasal dari Indonesia, maka menurut anda darimanakah merek tersebut berasal? (Tidak perlu diisi apabila anda sudah mengetahui asal sebenarnya).					
6.	Saya mengetahui merek AMDK "AQUA" dimiliki oleh perusahaan Danone yang berasal dari Prancis.					

7.	Saya mengetahui merek AMDK “EVIAN” berasal dari Prancis.						
8.	Apabila anda tidak tahu sebelumnya, bahwa merek AMDK “EVIAN” berasal dari Prancis, maka menurut anda darimanakah merek tersebut berasal? (Tidak perlu diisi apabila anda sudah mengetahui asal sebenarnya).						
9.	Saya mengetahui merek AMDK “EVIAN” dimiliki oleh perusahaan Danone yang berasal dari Prancis.						
Brand Longevity							
10.	Saya mengetahui bahwa merek AMDK “CLUB” telah berumur lebih dari 16 tahun.						
11.	Saya mengetahui bahwa merek AMDK “AQUA” telah berumur lebih dari 16 tahun.						
12.	Saya mengetahui bahwa merek AMDK “EVIAN” telah berumur lebih dari 16 tahun.						

2. Hasil Jawaban Responden

NO	NAMA	FAKULTAS	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12
1	Joseph	FISIP	4		2	1	Eropa	1	1	Tidak tahu	1	1	5	1
2	Alexius risang	FMIPA	4		4	5		5	3	Amerika	2	2	5	3
3	Lega Nachrufani	FMIPA	1		1	1		2	4	Malaysia	4	4	4	4
4	DEWI NUGRAH	FISIP	4		2	4		4	3	Inggris	3	3	3	3
5	wndrz	FT	5		2	5		5	2	Swiss	2	2	5	2
6	Muhammad Huzaifah	FMIPA	4		4	4		4	4		4	2	2	2
7	angga pratama	FMIPA	3		4	5		4	2		2	3	5	1
8	Abdul Haris	FMIPA	5		5	5		4	4		4	4	4	4
9	Aly	FMIPA	4		4	1	Prancis	5	4		3	1	3	2
10	Muhammad Fikri	FMIPA	4		5	4		4	1	Tidak tahu	3	2	4	3
11	Safira Anggia	FISIP	5		5	5		5	5		5	5	5	5
12	Adi prasetyo	FILKOM	3		2	3		2	3		1	4	4	2
13	Rizkhy	FISIP	5		4	4		5	4		4	4	4	4
14	Muhammad Alifanda	FEB	4		4	2		4	4		4	3	2	1
15	Sarah Surahman	FIB	5		3	5		5	4		2	2	4	5
16	Zu Mahardhik	FISIP	5		5	5		5	2	Amerika	2	1	5	1
17	Reyhan Khadifa	FISIP	4		2	1		5	2	Tidak tahu	2	4	4	2
18	Dinda Tri Wulandari	FISIP	4		4	5		3	1		1	1	4	1
19	Nurmohaji	FISIP	3		3	3		3	3		3	3	3	3
20	Bintang Deska	FMIPA	4		4	1	Amerika	2	3		3	3	3	3

21	Muhammad Rifqi	FISIP	5		5	5		5	5		5	1	1	1
22	Lady lisavira	FISIP	3	Filipina	3	3	Belanda	5	3	Indonesia	1	2	5	2
23	Hafizh FS	FMIPA	5	Indonesia	3	1	Israel	1	5	Prancis	5	1	1	5
24	Ilyas H	FILKOM	4		2	5		5	5		5	2	2	2
25	Agum septian	FILKOM	5		2	5		3	2	Singapura/malaysia	2	4	5	1
26	Andre Firza	FILKOM	4		4	1		5	4		4	4	4	1
27	Dwi Citra Annisa	FILKOM	4		3	3	Belanda	3	2	Inggris	2	2	2	2
28	Bintang Virgy	FILKOM	4		4	4		5	4		4	3	5	2
29	Syeh Mukhama	FILKOM	5		5	5		5	1	Indonesia	2	3	3	3
30	Irfan Pratama	FIA	4		3	5		5	5		5	1	1	1
31	Dionysius briananda	FILKOM	5		1	5		5	1		1	1	1	1
32	riza	FILKOM	5		5	5		5	5		5	5	5	5
33	Alifah Salshabia	FISIP	4		2	5		5	5		2	2	4	2
34	Fariz Tri Ananda	FP	4		3	5		5	1	Swiss	1	1	3	1
35	Muhammad Zulfikri	FP	5		3	5		4	1	Swiss	1	1	1	1
36	Jimmy Poelta	FP	4		4	5		4	4		4	2	1	1
37	Yoel Glorious	FP	4		4	5		2	1	Polandia	2	1	1	1
38	MAH	FISIP	5	-	3	1	Prancis	5	3		3	3	3	3
39	Alshabella	FISIP	4		2	4		4	4		2	2	2	3
40	Aldi dwi sulistyanto	FISIP	4		1	5		4	1		1	1	1	1
41	Rizaldi eko	FIA	4		3	5		3	4		3	3	4	3
42	Muhammad Yusril	FT	5		5	5		3	1	Australia	1	5	5	2
43	Wahyu sugianto	FMIPA	5		2	5		5	2	Indonesia	1	1	1	1
44	Mohamad Sahroni	FIA	5	.	5	3	Prancis	5	5	.	5	5	5	5
45	Muhammad Fauzan	FAPET	3		3	1		5	3		3	3	3	3
46	Adine Nissa	FIB	3		4	4		3	2		2	1	2	2
47	Joseph Adi	FISIP	4		2	1	Prancis	4	1	Malaysia	1	4	5	1
48	Nizar Aditya S	FISIP	4		4	2		4	2		4	4	5	1
49	Raehan	FISIP	5		4	5		4	4		2	1	4	1
50	Carmenia Christine	FIB	5		5	5		1	1	Indonesia	1	1	5	1
51	Natanael nugroho	FIB	4		2	5		5	5		1	5	5	5
52	Putra Mahdiasuk	FIA	5		4	5		5	4		2	2	5	2
53	Juandaru	FEB	4		2	5		4	2	Indonesia	2	1	4	1
54	Danica	FISIP	5		3	3		2	4		4	2	4	2
55	Ramzy Atha	FISIP	5		5	1	Perancis	5	2	Amerika	2	4	5	4
56	Fachry Aditya	FILKOM	2	Jepang	2	5		2	3		2	2	5	1
57	Baron	FISIP	5		5	5		5	5		5	5	5	5
58	Rudi Widura	FISIP	5		2	5		2	1		2	2	2	1
59	RZA	FISIP	4		4	2	Amerika	2	2	Swedia	2	2	3	2
60	Karima rahmasari	FISIP	5		3	3		3	3		3	3	3	3

61	Noval syahrefi	FPIK	5		3	3	Perancis	5	5		5	1	5	3
62	Naufan Azmi	FPIK	5		5	1	Prancis	4	3		3	3	3	3
63	Muhammad Nur	FISIP	5		5	1	Perancis	5	1	Indonesia	1	2	2	1
64	Daffa Naradhipa	FISIP	4		4	5		5	5		2	2	5	4
65	putik seruni	FISIP	5		5	2	Prancsi	5	1	Swiss	1	1	4	1
66	Jodi faisal muhamma	FK	3	Negara Asia	2	4		4	2	Tidak tahu	2	3	2	2
67	Annisa Laras	FISIP	5		1	5		5	5		5	1	5	1
68	INDAH PUTRI	FISIP	5		1	1		5	3	Luar Negeri	1	1	5	1
69	Satria	FISIP	4		2	5		4	4		4	2	5	4
70	Nisrina Uzdah	FP	4		2	5		5	1	Malaysia	1	1	2	1
71	Nadia salma	FISIP	4		2	4		4	3		2	2	2	2
72	Andri Syofyan	FISIP	5		3	5		4	3		3	3	3	3
73	M syauqi	FEB	5		2	5		2	2		2	1	5	1
74	Vidi Ganda	FPIK	5		5	5		4	2	Amerika	2	2	4	2
75	Rachel Charminati	FISIP	5		5	2	Luar Negeri	5	2	Indonesia	2	1	1	5
76	Andhika Priyandan	FISIP	4		4	1	Prancis	5	2		5	2	4	4
77	Jesicha dian	FISIP	4		2	4		4	2	Inggris	2	2	4	2
78	Fauzan Hafizh L	FIB	4		2	5		5	1		1	2	5	1
79	Elisabeth	FISIP	5		5	5		4	4		4	2	5	2
80	Christina Tampi	FT	3	Amerika atau	3	5		4	3	Eropa	3	1	2	1
81	Afika husna	FISIP	5		1	5		5	2	Indonesia	1	1	5	2
82	Bintang Muslim	FMIPA	1	Prancis	1	4		2	1	Jerman	1	2	5	2
83	Angga pratama	FMIPA	5		4	5		4	4		4	4	5	5
84	Amanda Aly	FMIPA	1	Jepang	1	5		4	1	Amerika	2	2	5	1
85	Hadid Isyana	FMIPA	5		1	5		5	4		4	5	5	2
86	Fahruddin Aziz	FMIPA	4		1	5		5	5		1	5	5	2
87	Dike Rahmania	FH	4		4	5		5	4		4	5	5	2
88	Hanna Lehonna	FK	5		5	5		5	4		4	5	5	5
89	Gracesella Situmoran	FT	2	Singapura	1	5		5	2	Kanada	1	5	5	2
90	Yola fatinaya	FMIPA	4		2	5		5	4		4	2	4	4
91	Muhammad	FT	5		5	5		5	5		5	5	5	5
92	Alvinia Gutomo	FISIP	5		2	5		5	1	Belanda/Itali	1	1	5	1
93	Lidya	FISIP	4	Tidak tahu	4	2		4	4	Indonesia	3	2	2	2
94	Satya nur aisha	FISIP	4		3	5		3	2	Amerika	4	3	4	2
95	Yulia megayani	FISIP	4		3	4		3	3		3	3	4	3
96	Brenda Fitria	FISIP	4		2	5		4	1	Indonesia	1	1	2	1
97	cha	FISIP	4		3	4		3	2		3	3	3	3
98	Galuh Pandu	FISIP	3	Tidak tahu	2	5		4	1	Tidak tahu	1	1	1	1
99	Efrilda Christy	FISIP	5		4	4		2	4		4	3	4	3

3. Hasil Uji Validitas

Variabel X

Notes

Output Created		13-JAN-2018 11:20:42
Comments		
Input	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=item_1 item_3 item_4 item_6 item_7 item_9 skor_total /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.01
	Elapsed Time	00:00:00.00

Correlations

		item_1	item_3	item_4	item_6	item_7	item_9	skor_total
item_1	Pearson Correlation	1	.458*	.415*	.333	.044	.146	.583**
	Sig. (2-tailed)		.011	.023	.072	.816	.443	.001
	N	30	30	30	30	30	30	30
item_3	Pearson Correlation	.458*	1	.327	.397*	.041	.221	.622**
	Sig. (2-tailed)	.011		.078	.030	.829	.241	.000
	N	30	30	30	30	30	30	30
item_4	Pearson Correlation	.415*	.327	1	.496**	-.043	.000	.622**

	Sig. (2-tailed)	.023	.078		.005	.822	1.000	.000
	N	30	30	30	30	30	30	30
item_6	Pearson Correlation	.333	.397*	.496**	1	.205	.178	.707**
	Sig. (2-tailed)	.072	.030	.005		.277	.346	.000
	N	30	30	30	30	30	30	30
item_7	Pearson Correlation	.044	.041	-.043	.205	1	.822**	.566**
	Sig. (2-tailed)	.816	.829	.822	.277		.000	.001
	N	30	30	30	30	30	30	30
item_9	Pearson Correlation	.146	.221	.000	.178	.822**	1	.637**
	Sig. (2-tailed)	.443	.241	1.000	.346	.000		.000
	N	30	30	30	30	30	30	30
skor_total	Pearson Correlation	.583**	.622**	.622**	.707**	.566**	.637**	1
	Sig. (2-tailed)	.001	.000	.000	.000	.001	.000	
	N	30	30	30	30	30	30	30

Variabel Y

Notes

Output Created		13-JAN-2018 11:25:59
Comments		
Input	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.

Syntax		CORRELATIONS /VARIABLES=item_13 item_17 item_21 skort_total /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.01
	Elapsed Time	00:00:00.00

Correlations

		item_13	item_17	item_21	skort_total
item_13	Pearson Correlation	1	.355	.315	.784**
	Sig. (2-tailed)		.054	.090	.000
	N	30	30	30	30
item_17	Pearson Correlation	.355	1	.004	.665**
	Sig. (2-tailed)	.054		.983	.000
	N	30	30	30	30
item_21	Pearson Correlation	.315	.004	1	.636**
	Sig. (2-tailed)	.090	.983		.000
	N	30	30	30	30
skort_total	Pearson Correlation	.784**	.665**	.636**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

4. Hasil Uji Reliabilitas

Variabel X

Reliability

Notes

Output Created		14-JAN-2018 18:45:22
Comments		
Input	Data	/Users/rafiramandaafian/Desktop/Validitas & Reliabilitas (X).sav
	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	<none>

	N of Rows in Working Data File	30
	Matrix Input	/Users/rafiramandaafian/Desktop/Validitas & Reliabilitas (X).sav
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=item_1 item_3 item_4 item_6 item_7 item_9 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.01
	Elapsed Time	00:00:00.00

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.672	.689	6

Item Statistics

	Mean	Std. Deviation	N
item_1	4.10	.885	30
item_3	3.43	1.165	30

item_4	3.53	1.634	30
item_6	3.97	1.299	30
item_7	3.17	1.315	30
item_9	3.00	1.339	30

Inter-Item Correlation Matrix

	item_1	item_3	item_4	item_6	item_7	item_9
item_1	1.000	.458	.415	.333	.044	.146
item_3	.458	1.000	.327	.397	.041	.221
item_4	.415	.327	1.000	.496	-.043	.000
item_6	.333	.397	.496	1.000	.205	.178
item_7	.044	.041	-.043	.205	1.000	.822
item_9	.146	.221	.000	.178	.822	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
item_1	17.10	18.645	.440	.296	.631
item_3	17.77	17.220	.435	.347	.621
item_4	17.67	15.747	.337	.338	.666
item_6	17.23	15.702	.524	.364	.587
item_7	18.03	17.413	.332	.715	.655
item_9	18.20	16.441	.419	.718	.624

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.20	22.786	4.773	6

Variabel Y

Reliability

Notes

Output Created		14-JAN-2018 18:40:27
Comments		
Input	Data	/Users/rafiramandaafian/Desktop/Validitas & Reliabilitas (Y).sav
	Active Dataset	DataSet1

	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=item_10 item_11 item_12 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.01
	Elapsed Time	00:00:00.00

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.454	.465	3

Item Statistics

	Mean	Std. Deviation	N

item_10	2.57	1.194	30
item_11	3.57	1.331	30
item_12	2.40	1.303	30

Inter-Item Correlation Matrix

	item_10	item_11	item_12
item_10	1.000	.355	.315
item_11	.355	1.000	.004
item_12	.315	.004	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
item_10	5.97	3.482	.473	.224	.008
item_11	4.97	4.102	.212	.139	.477
item_12	6.13	4.326	.183	.112	.522

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
8.53	7.016	2.649	3

5. Hasil Analisis Data

Correlations

Notes

Output Created		26-JAN-2018 11:42:54
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	99
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.

	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=BOO BL /PRINT=TWOTAIL NOSIG /STATISTICS DESCRIPTIVES /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.01
	Elapsed Time	00:00:00.00

[DataSet0]

Descriptive Statistics

	Mean	Std. Deviation	N
BOO	20.84	4.280	99
BL	8.43	3.137	99

Correlations

		BOO	BL
BOO	Pearson Correlation	1	.379**
	Sig. (2-tailed)		.000
	N	99	99
BL	Pearson Correlation	.379**	1
	Sig. (2-tailed)	.000	
	N	99	99

**. Correlation is significant at the 0.01 level (2-tailed).

```
REGRESSION
 /MISSING LISTWISE
 /STATISTICS COEFF OUTS R ANOVA
 /CRITERIA=PIN(.05) POUT(.10)
 /NOORIGIN
 /DEPENDENT BL
 /METHOD=ENTER BOO
 /SAVE RESID.
```

Regression

Notes

Output Created		26-JAN-2018 12:41:30
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	99
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT BL /METHOD=ENTER BOO /SAVE RESID.
Resources	Processor Time	00:00:00.01
	Elapsed Time	00:00:00.00
	Memory Required	2400 bytes
	Additional Memory Required for Residual Plots	0 bytes
Variables Created or Modified	RES_1	Unstandardized Residual

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	BOO[b]	.	Enter

a. Dependent Variable: BL

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.379[a]	.144	.135	2.918

a. Predictors: (Constant), BOO

b. Dependent Variable: BL

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	138.659	1	138.659	16.290	.000[b]
	Residual	825.664	97	8.512		
	Total	964.323	98			

a. Dependent Variable: BL

b. Predictors: (Constant), BOO

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.643	1.464		1.805	.074
	BOO	.278	.069	.379	4.036	.000

a. Dependent Variable: BL

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	5.42	10.98	8.43	1.189	99
Residual	-7.980	6.243	.000	2.903	99
Std. Predicted Value	-2.532	2.140	.000	1.000	99
Std. Residual	-2.735	2.140	.000	.995	99

a. Dependent Variable: BL

```
NPAR TESTS
 /K-S(NORMAL)=RES_1
 /MISSING ANALYSIS.
```

NPar Tests

Notes

Output Created		26-JAN-2018 12:44:55
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	99
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each test are based on all cases with valid data for the variable(s) used in that test.
Syntax		NPAR TESTS /K-S(NORMAL)=RES_1 /MISSING ANALYSIS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00
	Number of Cases Allowed[a]	786432

a. Based on availability of workspace memory.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		99
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.90260981
Most Extreme Differences	Absolute	.064
	Positive	.050
	Negative	-.064
Test Statistic		.064
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT BL
  /METHOD=ENTER BOO
  /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID)
  /SAVE RESID.
```

Regression

Notes

Output Created		26-JAN-2018 12:51:51
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	99
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT BL /METHOD=ENTER BOO /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID) /SAVE RESID.
Resources	Processor Time	00:00:01.48
	Elapsed Time	00:00:01.00
	Memory Required	2448 bytes

	Additional Memory Required for Residual Plots	640 bytes
Variables Created or Modified	RES_2	Unstandardized Residual

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	BOO[b]	.	Enter

a. Dependent Variable: BL

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.379[a]	.144	.135	2.918

a. Predictors: (Constant), BOO

b. Dependent Variable: BL

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	138.659	1	138.659	16.290	.000[b]
	Residual	825.664	97	8.512		
	Total	964.323	98			

a. Dependent Variable: BL

b. Predictors: (Constant), BOO

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.643	1.464		1.805	.074
	BOO	.278	.069	.379	4.036	.000

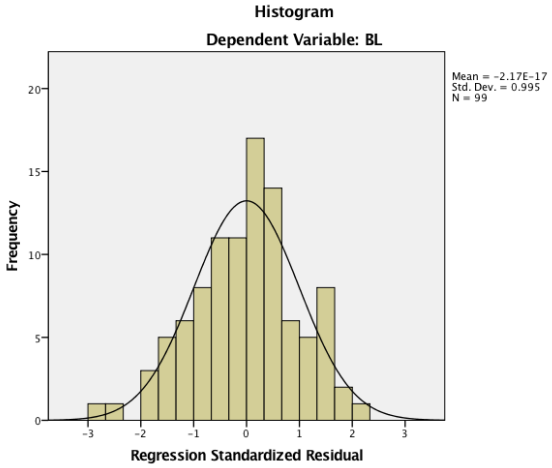
a. Dependent Variable: BL

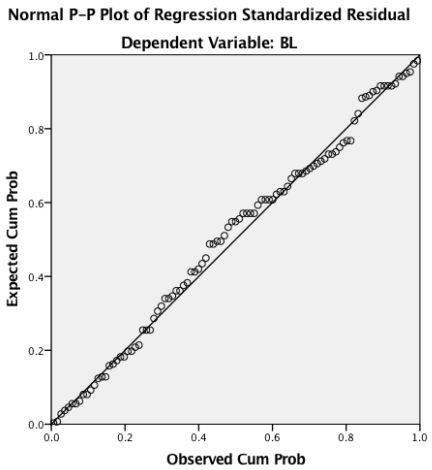
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	5.42	10.98	8.43	1.189	99
Residual	-7.980	6.243	.000	2.903	99
Std. Predicted Value	-2.532	2.140	.000	1.000	99
Std. Residual	-2.735	2.140	.000	.995	99

a. Dependent Variable: BL

Charts





6. Analisis Korelasi OLB, QLB, dan FB terhadap Brand Longevity

Correlations

Notes

Output Created		28-JAN-2018 18:17:36
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	99
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=OLB BL_OLB /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.01
	Elapsed Time	00:00:00.00

Correlations

		OLB	BL_OLB
OLB	Pearson Correlation	1	.120
	Sig. (2-tailed)		.236
	N	99	99
BL_OLB	Pearson Correlation	.120	1
	Sig. (2-tailed)	.236	
	N	99	99

```
CORRELATIONS
  /VARIABLES=QLB BL_QLB
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Notes

Output Created		28-JAN-2018 18:18:07
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	99
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=QLB BL_QLB /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.01
	Elapsed Time	00:00:00.00

Correlations

		QLB	BL_QLB
QLB	Pearson Correlation	1	.127
	Sig. (2-tailed)		.209
	N	99	99
BL_QLB	Pearson Correlation	.127	1
	Sig. (2-tailed)	.209	
	N	99	99

```
CORRELATIONS
  /VARIABLES=FB BL_FB
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Notes

Output Created		28-JAN-2018 18:18:29
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	99
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=FB BL_FB /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.01
	Elapsed Time	00:00:00.00

Correlations

		FB	BL_FB
FB	Pearson Correlation	1	.539**
	Sig. (2-tailed)		.000
	N	99	99
BL_FB	Pearson Correlation	.539**	1
	Sig. (2-tailed)	.000	
	N	99	99

**. Correlation is significant at the 0.01 level (2-tailed).